

The Effect of Customer experience and Artificial Intelligence (AI) Personalization on Lazada Customer Loyalty in Surabaya

Adia Hilar Hilabi^{1*}, Zawawi²

Faculty of Economics and Business, Universitas Pembangunan Nasional
Veteran Jawa Timur

Corresponding Author: Adia Hilar Hilabi 21012010380@student.upnjatim.ac.id

ARTICLE INFO

Keywords: Customer Experience, Artificial Intelligence (AI) Personalization, Customer Loyalty

Received : 14, May

Revised : 29, May

Accepted: 21, June

©2025 Hilabi, Zawawi : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).



ABSTRACT

This research is focused on discovering how customer experiences and the personalization of artificial intelligence (AI) affect customer loyalty to Lazada in Surabaya. The study uses a quantitative research method. The participants include 78 Lazada users who live in Surabaya. A non-probability sampling method with purposeful selection was employed to choose the respondents based on certain criteria. Data analysis was performed using the Partial Least Square (PLS) technique, which involves checking for validity, reliability, and testing hypotheses. The findings show that both customer experience and AI personalization have a strong and meaningful impact on customer loyalty to Lazada in Surabaya.

INTRODUCTION

At present, technology has become a fundamental pillar in everyday human life. It has transformed corporate practices in the fields of commerce, social governance, and politics by influencing and shaping new patterns. Improvements in technology have simplified the way individuals can find and share information swiftly; the internet is essential for spreading information, which clearly helps people in numerous ways. The internet is a service that is accessible to everyone, anytime.

With the fast growth of technology, the amount of people using the internet has also kept rising. In 2024, the number of individual internet users worldwide reached 5.52 billion. This represents a significant rise compared to 2023, when the number of global internet users was 5.37 billion.

Tabel 1. Top Brand Index E Commerce Lazada

2020	31,90%
2021	15,20%
2022	14,70%
2023	15,10%
2024	13,30%

Source: Top Brand Index

According to Table 1.1, Lazada has continued to experience fluctuations following a significant decline in 2021, a drop that was far more drastic compared to its competitors, which did not undergo such a steep decrease. Since numerous aspects of online purchasing behavior influence consumer brand loyalty, the specific reason behind this decline remains unclear. Kotler and Keller (2018) define customer loyalty as the effort made by consumers to continue using a brand after repeated purchases, while also developing strong feelings of happiness, perceived quality, and pride in the brand. An individual's actions while making purchases on the internet are affected by many elements, such as the lack of direct contact between the purchaser and the seller.

One of the key factors that determine customer loyalty is customer experience. When customers enjoy their experience, they tend to become very loyal to a brand. The term "customer experience" refers to the internal and subjective reactions, feelings, responses, or interpretations that consumers have as a result of various interactions—both direct and indirect—with a company, service provider, or brand. The outcomes of these interactions have the power to leave lasting impressions on consumers and influence their loyalty toward the company, brand, or service provider (Khutami et al., 2024).

A low level of customer experience can lead to customer hesitation when engaging in online transactions. Customers who wish to shop online must take this factor into account. As of now, over 571 thousand reviews have been submitted for the Lazada app on the App Store. In addition, numerous

evaluations highlight various consumer-related issues that have led users to cancel their purchases.

Online shopping is closely intertwined with artificial intelligence (AI), as evidenced by features such as the search filter, among other benefits. Customers can use the product search bar to find items on the Lazada e-commerce platform or to make purchases. The search filter feature allows users to refine products based on various criteria, including location, seller type, payment methods, shipping options, promotional programs, price range, customer ratings, brands, and product categories. Products refined through the search filter are tailored to match the users' needs. In addition, using previously collected data from the search filter feature, artificial intelligence (AI) assists in recommending products displayed on the Lazada app homepage. Lazada aims to enhance consumer convenience by offering a user-friendly service that suggests products based on user preferences through AI customization. Ideally, this feature should allow consumers to choose from a wide range of personalized options. However, in practice, many users remain dissatisfied with Lazada's AI features.

Many users have also expressed dissatisfaction with the lack of competence in Lazada's Artificial Intelligence (AI) system. Complaints include frequent bugs in the application, irrelevant AI-generated solutions, and the inadequacy of chatbot customer service in addressing user concerns. According to data from the Ministry of Trade, Lazada recorded 26.64 million visits in 2024. This figure stands in stark contrast to its competitors, Shopee and Tokopedia, which recorded 131.3 million and 158.36 million visits respectively. This significant gap in visitor numbers indicates that Lazada is facing substantial issues, especially when compared to its major competitors.

The primary goal of this study is to explore how much customer experience and personalization through Artificial Intelligence (AI) affect Lazada customer loyalty in Surabaya. The detailed aims of this study are: 1) To find out and examine how customer experience impacts Lazada customer loyalty in Surabaya, 2) To find out and examine how Artificial Intelligence (AI) affects Lazada customer loyalty in Surabaya.

Although many previous studies have examined the influence of customer experience and AI personalization on customer loyalty, most of them focus on platforms such as Shopee or Tokopedia, or on broader regional or national levels. Moreover, few studies specifically highlight the performance of Lazada in Surabaya, a city with unique digital consumer behavior. Therefore, this research aims to fill the gap by focusing on Lazada users in Surabaya, providing more localized insight into how customer experience and AI personalization impact customer loyalty on this platform.

THEORETICAL REVIEW

Customer Experience

Companies need to be able to understand the type of image that customers see when they buy a product in order to attract customers and make them feel comfortable. Customer experience is often defined as an overall picture of all the clues that customers feel during the buying process (Yosephine Simanjuntak & Purba, 2020). Customers provide clues from the image based on their experience, which is very important for businesses. Visual and actual clues come in the form of consumer reactions that are cognitive, emotional, and physical.

The above description leads us to the conclusion that customer experience includes everything that customers feel during the buying process. Customers will immediately recall the event in their memory, which will ultimately result in a memorable experience as well as cognitive, emotional and consumer reactions.

According to Schmitt & Zarantonello (2014: 68) there are five indicators of customer experience as follows; 1) Sense customer experience 2) Feel customer experience, 3) Think customer experience 4 Act customer experience, 5) Relate customer experience.

Personalisasi Artificial Intelligence (AI)

Artificial Intelligence, often known as AI, describes how computer systems can take on tasks that usually need human smarts. The main aim of developing AI is to create machines that can think, analyze, and adjust to their surroundings without needing human help. In AI discussions, intelligence is commonly seen as the ability to grasp information, tackle challenges, learn from past experiences, and change according to circumstances. Some methods and techniques that are used in AI creation include machine learning, knowledge of neural networks, natural language understanding, and intricate algorithms. These help AI systems to process data, recognize patterns, and make decisions.

According to Huang & Rust (2018), artificial intelligence (AI) is a contemporary source of innovation in the form of machine transitions that mimic the characteristics of human intelligence and are still used in services. According to Russell & Norvig in Terenggana (2024), artificial intelligence (AI) is a collection of technical elements that use data collected, analyzed, and used to assess human intelligence. Along with the advancement of artificial intelligence (AI) technology, one of the uses of this technology is AI customization.

Based on the definitions provided, we can say that Artificial Intelligence (AI) is a technology that enables computer systems or machines to do jobs that usually need human thinking. AI includes a feature called AI personalization, which is a technological application that helps users find things they want because AI personalization suggests these things to them.

According to Pamgkey, et al., (2019) there are 4 Artificial Intelligence (AI) Indicators that can be used as variable measurement indicators, including: 1) Expert System, 2) Natural Language System, 3) Computer Vision, 4) Intellegent Computer.

Customer Loyalty

Customer loyalty is a consumer's dedication to a company, retailer, or supplier, demonstrated by regular repeat business and positive views (Sambodo Rio Sasongko, 2021). Despite possible changes in behavior caused by external factors and marketing campaigns, customer loyalty is determined as a client's strong desire to regularly subscribe or repurchase certain goods or services in the future (Gultom et al., 2020).

Customer loyalty, according to Tjiptono in Sari (2021), is a customer's dedication to a company, brand, or supplier based on favorable characteristics in repeat business. Customer happiness is the result of the company's efforts to minimize a large number of complaints, while loyalty is the result of a mixture of complaints and satisfaction. Customer loyalty is an ongoing commitment on the part of the customer that shows itself as frequent and consistent consumption of the company's goods, so that the business and its goods play an important role in how customers consume (Prabo & Trilaksono, 2022).

Based on several opinions that have been expressed, it can be concluded that customer loyalty is a commitment to continue using a product or service consistently in the long term, and voluntarily recommend it to others. This loyalty is very important for companies in maintaining the sustainability and stability of their business operations.

Indicators of customer loyalty according to Griffin in Sugiarsih Duki Saputri (2019): 1) Regular purchases, 2) Buying between products and services, 3) Recommending products to others, 4) Showing immunity to competitor attraction.

The Influence Of Customer Experience Quality On Customer Loyalty

Yosephine Simanjuntak & Purba (2020) define "customer experience" as the sum total of all cues obtained by consumers during a purchase transaction. Insights from customer photos based on their experiences are very important for organizations. The image itself and its suggestions take the form of the customer's cognitive, emotional, and physical responses. Experience is the sensation or knowledge that a client acquires through an encounter with various components created by a service provider at several levels, claim Anjani et al. (2021).

The understanding or skills acquired will be saved in the customer's mind. When buyers enjoy using a company's products or services, they usually remain very faithful to that company. Customers are likely to buy more when they are satisfied with what they received, leading to more frequent returning customers and strengthening their loyalty. Therefore, customer experience can influence how loyal consumers are.

The impact of customer experiences on loyalty through satisfaction as a middle factor (Research on LinkAja Users in Semarang Community) by Agustiono and others in 2022 illustrates that positive customer experiences greatly influence loyalty among customers.

H1 : It is suspected that customer experience has a positive effect on Lazada customer loyalty in Surabaya

The Influence Of Artificial Intelligence (Ai) Personalization On Customer Loyalty Ai

Personalization is the use of technology that allows users to access desired things because the technology recommends them to users based on ratings from other users who have comparable features or materials to similar items the user has used, according to Han in Ifekanandu et al. (2023). AI customization in interactive marketing plays a major role in enabling the delivery of customized marketing content. This entails leveraging user data to provide more relevant forecasts and suggestions that are consistent with each person's unique needs, preferences, and behaviors. With the Personalization of Artificial Intelligence (AI) that can meet the expectations of customers will form the satisfaction and expectations that have been formed from customers. With the reliability of a company to form Personalized Artificial Intelligence (AI) can also form customer loyalty to a product or service. Therefore, Personalized Artificial Intelligence (AI) can affect customer loyalty.

The findings from a study by Maylinda and Astra in 2024 called “The Impact of Customer Experience and AI Personalization on Loyalty of Shopee E-Commerce Consumers in Surabaya” indicate that the personalization offered by Artificial Intelligence (AI) has a positive and notable effect on customer loyalty. H2 : It is suspected that artificial intelligence (AI) personalization has a positive effect on Lazada Tango customer loyalty in Surabaya

Research Model

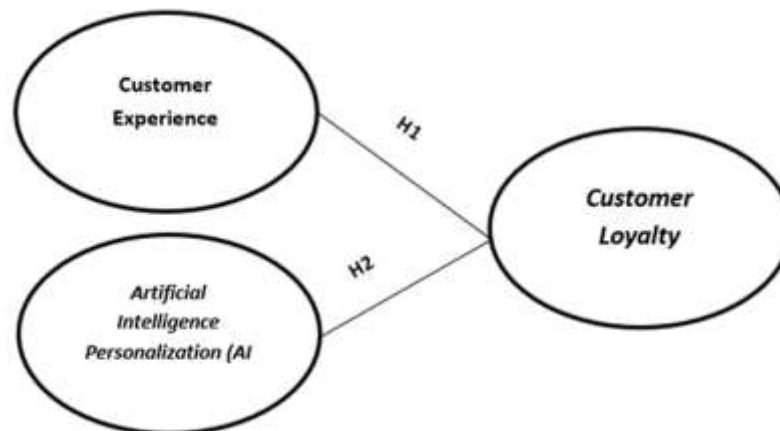


Figure 1. Research Model

METHODOLOGY

This research employs a quantitative method, focusing on Lazada shoppers in Surabaya. To gather samples, a non-random sampling method was implemented, specifically using purposive sampling, which means that samples were chosen intentionally based on the idea that those selected have qualities or knowledge relevant to the goals of the research (Sugiyono, 2017). The criteria for selecting participants in this study include: a) Being at least 17 years old; b) Living in Surabaya; c) Having made purchases on Lazada's e-commerce site at least two times. The process of determining the sample size follows Ghozali's (2015) guidance, which suggests that the sample size is equal to the number of indicators multiplied by 5-10 estimated parameters. In this research, there were 13 indicators with 6 parameters. Thus, the sample used was 13 multiplied by 6, resulting in 78 participants. Data was collected for this study by sending out questionnaires comprised of a series of questions to respondents who have shopped at Lazada at least twice in the Surabaya region. The questionnaires were shared online through the Google Form platform. The information gathered was then analyzed using the Structural Equation Modeling (SEM) technique with the assistance of the Partial Least Squares (PLS) analysis tool.

RESULTS

Table.2 Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- Customer Experience (X1)	0.788	0.788	0.054	0.054	14.545
X1.2 <- Customer Experience (X1)	0.719	0.710	0.086	0.086	8.319
X1.3 <- Customer Experience (X1)	0.797	0.799	0.048	0.048	16.756
X1.4 <- Customer Experience (X1)	0.718	0.716	0.076	0.076	9.460
X1.5 <- Customer Experience (X1)	0.771	0.760	0.075	0.075	10.327
X2.1 <-AI personalization (X2)	0.842	0.842	0.043	0.043	19.689

X2.2 <-AI personalization (X2)	0.844	0.839	0.047	0.047	18.029
X2.3 <-AI personalization (X2)	0.713	0.701	0.100	0.100	7.135
X2.4 <- AI personalization (X2)	0.776	0.775	0.067	0.067	11.660
Y.1 <- Customer Loyalty (Y)	0.794	0.794	0.039	0.039	20.349
Y.2 <- Customer Loyalty (Y)	0.888	0.890	0.022	0.022	40.502
Y.3 <- Customer Loyalty (Y)	0.771	0.764	0.067	0.067	11.532
Y.4 <- Customer Loyalty (Y)	0.759	0.749	0.078	0.078	9.719

Source: SmartPLS Data Processing Results

The reliability of the metrics listed in the table above is assessed by looking at how the search factor values of the variables relate to their indicators. Validity is seen as acceptable if it goes above 0.5 and/or if the T-Statistic value is greater than 1.96, which corresponds to a Z value at $\alpha = 0.05$. The search factor measures how strongly the indicator and the variable are connected; if it exceeds 0.5, then validity is said to be achieved, and if the T-Statistic value is above 1.96, then it is acknowledged as significant.

According to the outer loading table mentioned earlier, every reflection indicator related to Customer Experience (X1), Artificial Intelligence (AI), Personalization (X2), and Customer Loyalty (Y) has a factor loading (original sample) that exceeds 0.50 and/or is significant (T-Statistic value higher than the Z value $\alpha = 0.05$ (5%) = 1.96). This suggests that the evaluation results for all indicators have achieved convergent validity or strong validity.

A factor search is deemed valid when the factor search value for every indicator within each variable exceeds the factor search values for the same indicators across different variables. It is seen as invalid when the factor disclosure value is less than the values of indicators from other variables. The validity of the indication is also reflected in the Cross Loading.

Tabel 3. Cross Loading

INDIKATOR	Customer Experience (X1)	Customer Loyalty (Y)	AI personalization (X2)
X1.1	0.638	0.579	0.788
X1.2	0.530	0.439	0.719
X1.3	0.588	0.623	0.797
X1.4	0.541	0.466	0.718
X1.5	0.575	0.445	0.771
X2.1	0.842	0.635	0.620
X2.2	0.844	0.518	0.582
X2.3	0.713	0.429	0.632
X2.4	0.776	0.516	0.594
Y.1	0.531	0.794	0.516
Y.2	0.606	0.888	0.625
Y.3	0.598	0.771	0.578
Y.4	0.375	0.759	0.458

Source: SmartPLS Data Processing Results

Based on the findings from the processing of cross-loading data, it can be seen that the values for all loading factors for each indicator (highlighted) concerning Customer Experience (X1), Personalized Artificial Intelligence (AI) (X2), and Customer Loyalty (Y) are higher than the loading factor indicators of other variables. Therefore, it can be concluded that every indicator in this research is valid or has good validity.

Table 4. Average Vairance Extracted (AVE)

	AVE
Customer Experience (X1)	0.577
Customer Loyalty (Y)	0.648
AI personalization (X2)	0.633

Source: SmartPLS Data Processing Results

The Average Variation Extracted (AVE) value shows how much change is found in the indicator's hidden variable. This is the next measurement model. If the AVE values are more than 0.5, it suggests that the hidden variables have good validity. This is shown by the Average Variance Extract (AVE) value for each factor in the reflecting indicator variable. A proper model is needed if every construct's AVE value is above 0.5.

In general, the factors examined in this research are considered to have strong validity since the results from the AVE test reveal that the Customer Experience factor (X1) has a score of 0.577, the Artificial Intelligence Personalization factor (X2) has a score of 0.648, and Customer Loyalty (Y) has a score of 0.633. All three factors indicate a value higher than 0.5.

Table 5. Composite Reliability

	Composite Reliability
Customer Experience (X1)	0.872
Customer Loyalty (Y)	0.880
AI personalization (X2)	0.873

Source: SmartPLS Data Processing Results

The findings from the Composite Reliability test indicate that the Customer Experience (X1) score is 0.872, the Artificial Intelligence (AI) Personalization (X2) score is 0.880, and the Customer Loyalty (Y) score is 0.873. Since all three scores are greater than 0.70, it can be concluded that every variable examined in this research is dependable.

Table. 6 Latent Variable Correlations

	Customer Experience (X1)	Loyalitas Pelanggan (Y)	Personalisasi AI (X2)
Customer Experience (X1)	1,000000		
Customer Loyalty (Y)	0.684	1,000000	
AI personalization (X2)	0,595	0.669	1,000000

Source: SmartPLS Data Processing Results

Exogenous variables with endogenous variables or exogenous variables with exogenous variables, as seen in the latent variable correlation table above, are two examples of how variables or constructs can be stacked one on top of the other in PLS. The maximum correlation value is 1 between variables; the closer the correlation is to 1, the better.

The typical connection level between two factors is average or moderate, based on the latent variable correlation chart provided earlier. The strongest connection is observed between the Customer Experience (X1) and Customer Loyalty (Y) with a value of 0.684. This suggests that, among the factors in the study model, the link between Customer Experience (X1) and Customer Loyalty (Y) is stronger than the connections among other factors. It can also be understood that in this study model, Customer Loyalty is more significantly affected by Customer Experience than by the Artificial Intelligence Personalization factor.

Tabel 7. R Square

	R Square
Customer Experience (X1)	
Loyalitas Pelanggan (Y)	0,521
Personalisasi AI (X2)	

Source: SmartPLS Data Processing Results

Nilai $R^2 = 0,521$. It can be understood that the model is capable of clarifying the concept of Customer Loyalty, which is affected by independent factors like Customer Experience and Personalized Artificial Intelligence (AI) accounting for 52.1% of the variation, while the leftover 47.9% is accounted for by other factors not included in this research (besides Customer Experience and Personalized Artificial Intelligence).

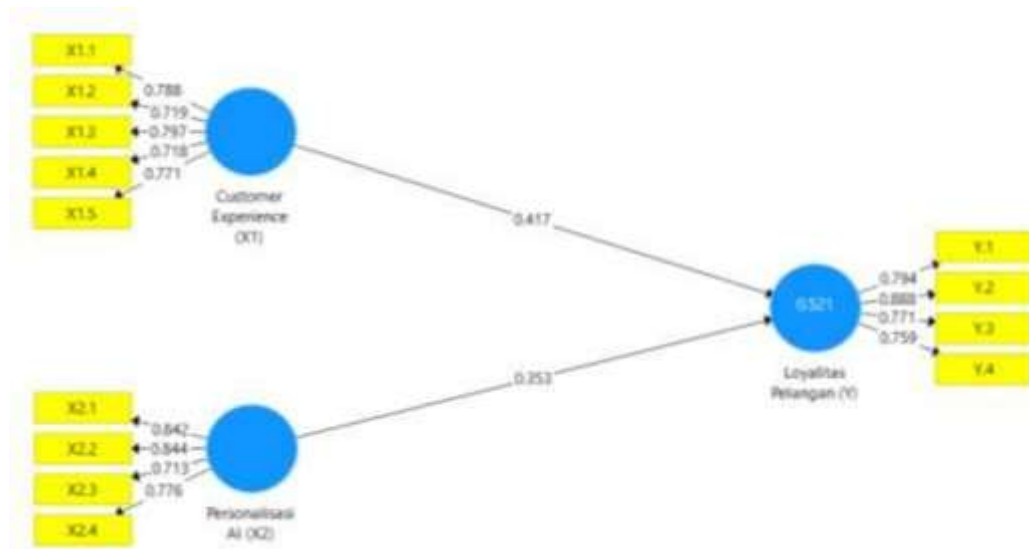


Figure 2. Outer Model

Source: Data Processing, SmartPLS Data Processing, SmartPLS Output

The figure depicting the PLS results above illustrates how strong the path coefficient is, found above the arrow linking the independent and dependent variables. It also displays the size of the factor loading for each indicator, shown above the arrow connecting the variable with the indicator. Additionally, we can observe that the R-Square value is positioned within the circle of the dependent variable, which represents customer loyalty.

Table 8. Path Coefficients (Mean, STDEV, T-Values, P Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Customer Experience (X1) -> Loyalitas Pelanggan (Y)	0.417	0.429	0.143	2.909	0.004
Personalisasi AI (X2) -> Loyalitas Pelanggan (Y)	0.353	0.350	0.120	2.947	0.003

Source: SmartPLS Data Processing Results

It is suspected that Customer Experience has a positive effect on Lazada Customer Loyalty in Surabaya can be accepted, with path coefficients 0.417, and a T-statistic value of $2.909 > 1.96$ (from the table value $Z\alpha = 0.05$) or a P-Value of $0.004 < 0.05$, with significant (positive) results. It is suspected that Artificial

Intelligence (AI) Personalization has a positive effect on Lazada Customer Loyalty in Surabaya can be accepted, with path coefficients 0.353, and a T-statistic value of $2.947 > 1.96$ (from the Z_{α} table value of 0.05). statistic $2.947 > 1.96$ (from the table value $Z_{\alpha} = 0.05$) or P-Value $0.003 < 0.05$, with the result that it is Significant (positive).

DISCUSSION

The Influence Of Customer Experience On Customer Loyalty

According to the research results, it is shown that Customer Experience positively influences Customer Loyalty towards Lazada in Surabaya, confirming the suggested hypothesis. This indicates that when customer experience gets better, customer loyalty rises as well, and the opposite is also true. The findings suggest that customers in Surabaya view Lazada's customer experience favorably, which encourages them to use Lazada's products because of the elements of sense, feel, think, act, and relate that are part of the customer experience.

The examination of the Outer Loading shows that the key factor affecting customer experience is the "think customer experience" dimension. This suggests that Lazada customers in Surabaya are motivated to use the platform because it offers a customer experience that is intellectually engaging and easy to understand. For instance, providing a seamless and enjoyable shopping experience, responding to feedback and suggestions from consumers, and introducing innovations to enhance the shopping journey all contribute to a positive customer experience. When Lazada effectively delivers a "think" customer experience, it encourages customers to engage more deeply with the platform, thereby fostering higher loyalty to Lazada e-commerce.

The conversation regarding this research clarifies that an improved customer experience leads to increased loyalty from customers towards an online product. These results align with earlier research conducted by Ray et al. in 2021, Terenggana in 2024, and Susilawati et al. in 2022, which similarly indicate that Customer Experience positively influences Customer Loyalty.

The Influence Of Artificial Intelligence (Ai) Personalization On Customer Loyalty

According to findings from studies that have taken place, it indicates that Personalization Artificial Intelligence (AI) has a positive and significant effect on Lazada Customer Loyalty in Surabaya with path coefficients, and T-statistic values. This shows that Lazada's Personalization Artificial Intelligence (AI) is rated well by customers in Surabaya so that customers use Lazada products because the Personalization Artificial Intelligence (AI) offered is varied and easy for customers to use. Expert System, Natural language system, computer vision, intelligent computer. Based on the results of the Outer Loading analysis, it can be seen that the most influential indicator for Personalization Artificial Intelligence (AI) is the natural language system. So in Lazada customer loyalty in Surabaya, customers are encouraged to use Lazada because it has a natural language system that is easy to understand. With the existence of natural language that is easy to understand, it can make it easier for Lazada customers to make purchases in Lazada e-

commerce, this encourages Lazada customers to place repeat orders which results in Lazada customers having high loyalty to Lazada e-commerce. The findings from the conversation about this research show that using simple and clear language helps customers feel more loyal to Lazada in Surabaya.

The findings of this research agree with the work of Maulida and Jaya (2024), Ifekanandu and others (2023), and Zikry and colleagues (2024), who indicate that Personalization Artificial Intelligence (AI) positively influences Customer Loyalty.

From this research It can be said that customers have high loyalty to Lazada e-commerce in Surabaya driven by the existence of good artificial intelligence (AI) personalization and following the guidelines of customer expectations. The findings from the discussion of this research explain that good artificial intelligence (AI) personalization leads to high customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

According to the findings from analyzing the data and earlier talks about how Customer Experience and Personalized Artificial Intelligence (AI) relate to Lazada Customer Loyalty in Surabaya, we can reach these conclusions: (1) Customer Experience contributes to Lazada Surabaya Customer Loyalty, (2) Personalized Artificial Intelligence (AI) contributes to Customer Loyalty in Surabaya. Following the conclusions mentioned earlier, the writer has a few recommendations to offer, including:

- 1) E-Commerce Lazada is expected to maintain and improve the customer experience that has been formed, because customers have high loyalty to e-commerce.
- 2) E-Commerce Lazada is expected to maintain artificial intelligence (AI) personalization, because customers have high loyalty to Lazada because the natural language system is good and easy to understand, because It has been shown that keeping artificial intelligence (AI) personalization has a significant effect on Customer Loyalty.
- 3) For future studies, it is wished that Lazada e-commerce investigations will consider various factors.

FURTHER STUDY

This study has several limitations. First, the research only focuses on Lazada users in Surabaya, which may not fully represent users in other regions. Second, the variables are limited to customer experience and AI personalization, while other influencing factors such as trust, service quality, and promotional strategies were not included. Therefore, future researchers are encouraged to expand the scope by including other e-commerce platforms, broader geographic areas, and additional variables. Mixed-method or qualitative approaches could also be applied to gain deeper insights into consumer behavior in digital marketplaces.

ACKNOWLEDGMENT

This section gave you the opportunities to present gratitude to your colleagues who provide suggestions for your papers. You can also convey your appreciation to the financial grants you are accepting, making this paper.

REFERENCES

- Agustiono, Agustiono, Sari Listyorini, and Hari Susanta Nugraha. 2022. "Pengaruh Customer Experience Terhadap Customer Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Masyarakat Semarang Pengguna LinkAja)." *Jurnal Ilmu Administrasi Bisnis* 11 (2): 244–56. <https://doi.org/10.14710/jiab.2022.34564>.
- Anjani, Delia Dewi, Ratih Tresnati, and M. Malik Akbar Rohandi. 2021. "Pengaruh Brand Awareness Dan Customer Experience Terhadap Customer Loyalty Pada Sate Cak Ahmad (Survey Konsumen Cak Ahmad Di Kota Bandung)." *Jurnal Riset Manajemen Dan Bisnis* 1 (1): 75–82. <https://doi.org/10.29313/jrmb.v1i1.219>.
- Ayu, Ida, Putu Dewi, Komala Kartika, and Adhi Prasetyo. 2022. "Analisis Pengaruh Customer Experience Terhadap Repurchase Abstrak." : *Journal of Management & Business* 5 (2): 1–7.
- Gultom, Dedek Kurniawan, Muhammad Arif, and Muhammad Fahmi. 2020. "Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan." *Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan* 3 (2): 273–82.
- Huang, Ming Hui, and Roland T. Rust. 2018. "Artificial Intelligence in Service." *Journal of Service Research* 21 (2): 155–72. <https://doi.org/10.1177/1094670517752459>.
- Ifekanandu, Christian Chukwudi, and Jane Nwakaego Anene. 2023. "INFLUENCE OF ARTIFICIAL INTELLIGENCE (AI) ON CUSTOMER EXPERIENCE AND LOYALTY: MEDIATING ROLE OF PERSONALIZATION." *Journal of Data Acquisition and Processing* Vol. 38 (3): 177–203. <https://doi.org/10.5281/zenodo.98549423>.
- Khutami, Jumanul Qalby, Nadira Adinda, Putri Asmara, Lina Auliana, and Jaja Raharja. 2024. "PENGARUH ARTIFICIAL INTELLIGENCE TERHADAP CUSTOMER (Survey Pada Pengguna Aplikasi Spotify Di Jatinangor) Pendahuluan Sejak 2 Maret 2020 , Industri Musik Digital Menyaksikan Peningkatan Pesat Dalam Jumlah Penggunanya . Jumlah Pengguna Spotify Meningkat 3" 13 (2): 510–17.

- Maulida, Nellis, and Umban Adi Jaya. 2024. "Pengaruh Personalisasi Dan Kecerdasan Buatan (Ai) Terhadap Loyalitas Pelanggan Dalam Industri 6.0 Pada Platfrom E-Commerce Di Sukabumi." *Neraca: Jurnal Ekonomi, Manajemen Dan Akuntansi* 2 (6): 132–41.
- Maylinda, Widyana Dini, and Sonja Andarini2Terenggana Candra Astra. 2024. "The Influence of Artificial Intelligence on Customer Experience (Study of Maxim Users in Surabaya, East Java)." *Economics Studies and Banking Journal (DEMAND)* 1 (1): 37–45. <https://doi.org/10.62207/jhctec97>.
- Mogaji, Emmanuel, and Ismail Erkan. 2019. "Insight into Consumer Experience on UK Train Transportation Services." *Travel Behaviour and Society* 14 (April 2018): 21–33. <https://doi.org/10.1016/j.tbs.2018.09.004>.
- Rana, Jyoti, Loveleen Gaur, Gurmeet Singh, Usama Awan, and Muhammad Imran Rasheed. 2022. "Reinforcing Customer Journey through Artificial Intelligence: A Review and Research Agenda." *International Journal of Emerging Markets* 17 (7): 1738–58. <https://doi.org/10.1108/IJOEM-08-2021-1214>.